CLAIMS

- 1. (Currently Amended) An automotive lamp assembly comprising:
 - a. a reflector for reflecting light into a light beam, the direction of propagation of the light beam defining locations in front of the reflector;
 - b. a light pipe positioned in front of the reflector so that the light pipe extends vertically from a top to a bottom of the reflector;
 - c. a light source carrier positioned behind the light pipe; and
 - d. at least one light source positioned on the light source carrier and arranged and disposed to emit light on to the reflector.
- (Original) The automotive lamp assembly of claim 1 wherein the at least one light source comprises a plurality of LEDs.
- 3. (Original) The automotive lamp assembly of claim 1 wherein the light source carrier is a heat sink.
- 4. (Canceled)
- (Original) The automotive lamp assembly of claim 1 wherein the reflector comprises a
 plurality of facets vertically arranged upon the reflector.
- 6. (Currently Amended) The automotive lamp assembly of claim 5 wherein the light source carrier comprises a plurality of LED seats and each of the plurality of LEDs is are arranged on one of the plurality of LED seats such that each of the plurality of LEDs is directly opposed to one of the plurality of facets of the reflector.
- 7. (Original) The automotive lamp assembly of claim 1 wherein the light pipe is positioned in the path of the light beam.

- 8. (Canceled)
- 9. (Canceled)
- 10. (Currently Amended) The automotive lamp assembly of claim 921 wherein each of the plurality of LEDs is are directly opposed to one of the plurality of facets of the reflector.
- 11. (Currently Amended) The automotive lamp assembly of claim 921 wherein the light sourceLED carrier serves as a heat sink for the plurality of LEDs.
- 12. (Currently Amended) The automotive lamp assembly of claim 921 wherein the further eemprising a light pipe is adjacent to the front side of the light source LED carrier such that the light pipeit at least partially covers the front side of the light source LED carrier.
- 13. (Canceled)
- 14. (Currently Amended) An automotive lamp assembly designed to create a light beam that propagates in a forward direction with respect to the automotive lamp assembly, the automotive lamp assembly comprising:
 - a. a plurality of LEDs arranged and disposed to direct light in a direction substantially opposite the forward direction;
 - b. a reflector arranged and disposed to receive light from the plurality of LEDs and reflect the light in the forward direction, thereby forming the light beam;
 - c. an LED carrier positioned in front of the reflector such that each of the plurality of LEDs are positioned upon the LED carrier; and
 - d. a light pipe positioned in front of the LED carrier.
- 15. (Canceled)
- (Canceled)

- 17. (Original) The automotive lamp assembly of claim 14 wherein the reflector comprises a plurality of facets positioned vertically upon the reflector.
- 18. (Currently Amended) The automotive lamp assembly of claim 16 wherein the light pipe and LED carrier both extend vertically from athe top to athe bottom of the reflector.
- 19. (New) An automotive lamp assembly comprising:
 - a. a reflector having a plurality of facets vertically arranged upon the reflector for reflecting light into a light beam, the direction of propagation of the light beam defining locations in front of the reflector;
 - b. a light pipe positioned in front of the reflector;
 - a light source carrier having a front side and a back side, the light source carrier
 positioned behind the light pipe; and
 - d. at least one light source positioned on the light source carrier and arranged and disposed to emit light on to the reflector.
- 20. (New) The automotive lamp assembly of claim 19, wherein each of the plurality of facets have a distinct focal point.
- 21. (New) The automotive lamp assembly of claim 20, wherein the at least one light source comprises a plurality of LEDs, each of the plurality of LEDs (i) corresponding to one of the plurality of facets, (ii) located on the light source carrier so that each of the LEDs are positioned substantially close to the focal point of one of the plurality of facets, and (iii) arranged to emit light on to one of the plurality of facets.

- 22. (New) The automotive lamp assembly of claim 19 wherein the at least one light source is a first at least one light source and the lamp assembly further comprises a second at least one light source positioned to emit light into the light pipe.
- 23. (New) The automotive lamp assembly of claim 1 wherein the at least one light source is a first at least one light source and the lamp assembly further comprises a second at least one light source positioned to emit light into the light pipe.
- 24. (New) The automotive lamp assembly of claim 14 further comprises at least one light source positioned to emit light into the light pipe.